

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended March 31, 2011
(Values in 000's)

| | <u>Slot AGR</u> | | <u>Table AGR</u> | | <u>Total AGR</u> | | <u>Admissions</u> | | <u>Patrons</u> | | <u>Win Per Patron</u> | | <u>Slot Hold %</u> | | <u>Table Win %</u> | |
|----------------------------------|-------------------|-------------------------|------------------|-------------------------|-------------------|-------------------------|-------------------|-------------------------|----------------|-------------------------|-----------------------|-------------------------|--------------------|-------------------------|--------------------|-------------------------|
| | <u>\$\$</u> | <u>Year/Year % Chng</u> | <u>\$\$</u> | <u>Year/Year % Chng</u> | <u>\$\$</u> | <u>Year/Year % Chng</u> | <u>#</u> | <u>Year/Year % Chng</u> | <u>#</u> | <u>Year/Year % Chng</u> | <u>\$\$</u> | <u>Year/Year % Chng</u> | <u>%</u> | <u>Year/Year % Chng</u> | <u>%</u> | <u>Year/Year % Chng</u> |
| <u>Kansas City Market</u> | | | | | | | | | | | | | | | | |
| Argosy | \$ 16,141 | 7.4% | \$ 1,528 | -14.5% | \$ 17,670 | 5.0% | 469.4 | 2.4% | 215.5 | -2.3% | \$ 81.99 | 7.5% | 9.4% | 1.3% | 17.1% | -20.8% |
| Harrah's NKC | \$ 14,602 | -4.7% | \$ 2,646 | -1.6% | \$ 17,248 | -4.3% | 448.1 | -17.3% | 225.9 | -23.3% | \$ 76.35 | 24.9% | 9.4% | -0.2% | 22.2% | -0.5% |
| Isle of Capri - KC | \$ 7,312 | 9.3% | \$ 607 | -14.7% | \$ 7,919 | 7.0% | 265.4 | 4.5% | 133.2 | 3.0% | \$ 59.45 | 3.9% | 9.5% | 1.4% | 21.4% | -15.8% |
| Ameristar KC | \$ 19,167 | 8.1% | \$ 2,394 | 23.8% | \$ 21,560 | 9.7% | 638.1 | 1.6% | 294.4 | -0.1% | \$ 73.24 | 9.7% | 9.4% | 3.0% | 20.3% | 48.4% |
| Total | \$ 57,222 | 4.5% | \$ 7,175 | 0.7% | \$ 64,397 | 4.0% | 1,821.0 | -3.2% | 869.0 | -7.5% | \$ 74.10 | 12.4% | 9.4% | 1.4% | 20.2% | 5.8% |
| <u>St. Louis Market</u> | | | | | | | | | | | | | | | | |
| Harrah's MH | \$ 20,298 | -2.1% | \$ 3,024 | 8.8% | \$ 23,323 | -0.8% | 578.9 | -9.2% | 274.7 | -11.5% | \$ 84.90 | 12.2% | 9.1% | 2.1% | 22.4% | 4.6% |
| River City | \$ 15,395 | 8.7% | \$ 1,734 | -2.4% | \$ 17,129 | 7.4% | 585.6 | -22.4% | 290.6 | -27.6% | \$ 58.94 | 48.5% | 8.6% | 3.3% | 17.0% | -6.1% |
| Lumiere Place | \$ 13,164 | 1.8% | \$ 2,612 | 12.6% | \$ 15,775 | 3.4% | 591.4 | 1.1% | 293.6 | -4.6% | \$ 53.73 | 8.4% | 9.4% | 1.4% | 20.6% | 18.4% |
| Ameristar SC | \$ 22,333 | 2.2% | \$ 2,474 | 5.0% | \$ 24,806 | 2.5% | 658.7 | -1.8% | 317.5 | -3.4% | \$ 78.13 | 6.0% | 9.1% | -1.7% | 20.8% | 12.7% |
| Total | \$ 71,189 | 0.1% | \$ 9,843 | 5.9% | \$ 81,033 | 0.8% | 2,414.6 | -11.4% | 1,176.4 | -15.2% | \$ 68.88 | 18.9% | 9.0% | 1.2% | 20.4% | 8.1% |
| <u>Out State Markets</u> | | | | | | | | | | | | | | | | |
| Lady Luck | \$ 2,800 | 5.3% | \$ 416 | 12.2% | \$ 3,215 | 6.2% | 86.6 | -2.5% | 37.5 | 1.4% | \$ 85.74 | 4.7% | 10.8% | 3.2% | 30.8% | 17.0% |
| St. Jo | \$ 3,472 | 5.5% | \$ 301 | 44.7% | \$ 3,773 | 7.8% | 123.1 | 2.5% | 59.8 | 2.6% | \$ 63.10 | 5.1% | 8.7% | 2.9% | 27.1% | 29.3% |
| Mark Twain | \$ 3,376 | 6.7% | \$ 254 | -4.0% | \$ 3,630 | 5.8% | 106.3 | -0.2% | 50.2 | -0.1% | \$ 72.31 | 5.9% | 9.0% | 5.7% | 24.6% | -7.6% |
| Isle - Boonville | \$ 6,795 | 5.0% | \$ 526 | -0.4% | \$ 7,321 | 4.6% | 197.0 | -2.5% | 99.5 | -7.2% | \$ 73.58 | 12.7% | 8.5% | 1.8% | 21.0% | 5.2% |
| Total Statewide | \$ 144,854 | 2.4% | \$ 18,515 | 4.1% | \$ 163,369 | 2.6% | 4,748.6 | -7.3% | 2,292.4 | -11.1% | \$ 71.27 | 15.4% | 9.2% | 1.5% | 20.6% | 7.4% |

** River City began operations March 4, 2010, with VIP openings on March 1 and 2, 2010.

Note: Values are subject to change.